SEO: an integral tool of online marketing by Dinesh Sarabhai

Article published on August 23rd 2012 | Seo

Have you ever taught why your companyâ€™s website is not getting enough recognition, which it should ideally be getting? There may be several reasons behind this, one of the top being a poor SEO. Many businesspersons feel that SEO is not that important in attracting online traffic. While good content always is helpful, but SEO has an equally important role to play. A number of online companies in the dotcom world have breathed their last due to lack of online marketing activities.

If you wish to survive in a competitive environment, then you cannot afford to miss even a single development in the web-marketing world. Monitoring competitorâ€™s step is essential to succeed in the market. Hire the best SEO firms and your half battle is won.

Identifying competitors is the first step towards gaining the top position in the market. The list of your competitors might be long and it is difficult to track all of them at a time. Therefore, the best way to determine your competitors is to do a Google search on your targeted keywords and whichever companiesâ€™ pops up on the first search page, you can consider them as your toughest competitors.

Analyze the website of your competitor and closely monitor the changes and developments on the portal every second day. Open their site and check if they have much content, what kind of content sections they have, the quality and topics of their content etc. If you wish to stand out in the crowd and become the top online marketing company in Mumbai, evaluating the basic details on the clientâ€™s site is vital.

Here are some of the important ways you can employ to analyze your competitorâ€™s Search Engine Optimization strategies:

â€¢ Study the keywords used by the competitors

â€¢ Evaluate your competitorâ€™s social media strategies

â€¢ Check their performance on Google Page Ranking, and monitor their performance on other search engines.

â€¢ Keep a track of their PPC campaigns

In order to win the race and be on the top, succeed over your contenders. One way to do this is to have a proper Pay per Click campaign. Google Adwords is one of the vital tools for PPC, which helps in comparing your PPC performance with the competitorâ€™s campaigns.

Monitoring is a time consuming and never-ending task. However, if you want to win the race, analysis is recommended. Evaluate your contenderâ€™s performance and be on the top. Seek help from the best SEO services in Mumbai to gain a competitive edge.

Article Source:
http://www.articleside.com/seo-articles/seo-an-integral-tool-of-online-marketing.htm - Article Side

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Article Keywords:
Online marketing,Internet Marketing,Search engine optimisation (seo),Pay per click (ppc),Web marketing services,Search engine marketing

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